

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	In need of Crop Protection	Robust Protection techniques Multiple Use case for single product Notification for the customer when other animals enter the field	they can see decrease in animal intrusion increase in crop yield can be seen increase in profit for the farmers decrease in crop failure and overall price can be reduced	To improve all others yield To help and improve the environment by reducing the use of pesticides To get healthy food at cheap price
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	More crop Yield Less Affected crop	they are able to prevent some birds and animal intrusion but not efficiently Customer wants to avoid crop failure Animal intrusion and stress	User manual is provided with the product the farmers are trained to use the product Profit improving techniques are taught Usage of Fertilizers are	Able to avoid small birds and animals usage of fire lighters to keep wild animals away
Touchpoint What part of the service do they interact with?	They interact with the mobile application	change in way of handling animal intrusion Mobile notification	Robust Moisture checking mechanism Efficient crop protection system	More profit to farmers Healthy crops since less use of pesticides
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	📱	📱	📱	📱
Backstage				
Opportunities What could we improve or introduce?	A good opportunity to ingest technology into agriculture	improving accuracy of animal intrusion detection by increasing the number of sensors	improving the QOS by introducing good and easily accessible UI/UX	Feedback system can be introduced to reduce the bugs in the software and improve user interface 